ABG X IPSOS
THE FUTURE OF DATA PRIVACY
CONSOLIDATED REPORT

Prepared for Advertising Business Group

28 November, 2022

ADVERTISING BUSINESS GROUP

GAME CHANGERS

Ipsos

RESEARCH BACKGROUND

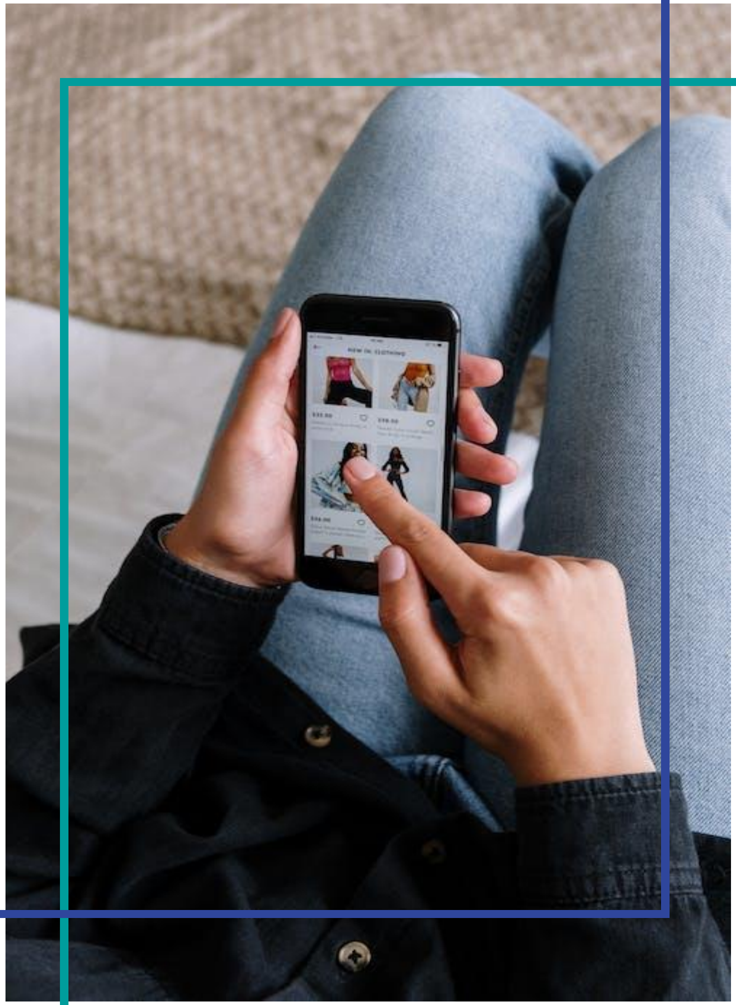
The amount and types of data our economies generate has grown exponentially over the last decade, so has the ways it can be processed and used. Such transformation has greatly raised societal concerns around the protection of consumers and users' privacy and personal data. Ever since 2015 legislators and industry self-regulatory organizations around the world started rolling out updated measures to safeguard Data Privacy and condemn the misuse of personal data.

With that said, the ABG research committee has teamed up with Ipsos in UAE to conduct a research to assess and understand the region's point of view, level of understanding, level of acceptance and readiness to such a big change to the advertising industry.

The research design is based on a 2 folded approach targeting:

A.) Market Experts and B.) Consumers

The topics in the survey looks into the POV of market experts on the changing world of Data Privacy, in addition to uncovering consumers' growing concerns about their personal data and information.



STUDY METHODOLOGY AND SAMPLE

Data Collection Methodology	**Consumers:** Online Interviews using Ipsos online panels (CAWI) **Market Experts:** In-depth Interviews
Target Group	**Consumers:** Active users of the internet **Media Experts:** Decision makers in their organization
Countries Covered	**United Arab Emirates** and **Saudi Arabia** *(only applicable to the consumers' leg of the research)*
Sample Size	**Consumers:** 700 in each market – National Representative **Media Experts:** 8 IDIs and 2 Whitepapers
Nationalities	**UAE:** Locals, Arabs and Non-Arab expats **KSA :** Locals *(only applicable to the consumers' leg of the research)*
Interview Duration	**Consumers Survey:** Up to 15 minutes **Experts Discussion Guide:** Up to 1 hour

CONSUMERS' POV SECTION

A

Using computer assisted web interviews through Ipsos online panels with a sample of 700 respondent in each market; KSA and UAE.

RESEARCH SUMMARY (1/2)

Marketing professionals are accustomed to adjusting to shifting consumer preferences. However, they now have to deal with one of the biggest changes in the relatively recent history.

Providing privacy to consumers serves as a pillar of an unrestricted, open internet. The future of every business depends on getting privacy right since it might be the difference between a good and a negative experience for a customer. According to the findings, around half of the people in our region have a sense of comfort and trust in sharing their personal data and information online.

The information people are willing to share away are similar on the internet as it is when they visit physical stores, that mainly being credentials relating to their e-mail, first name and last name. Only a very low fraction of the people are willing to give away their biometrics or financial information, indicating that people are still being apprehensive on sharing certain types of their personal information.

Generally speaking, Saudis seem be more informed about their data privacy rights than what was visible in UAE. Nonetheless, around 75% of people in the region have high trust in the country they currently reside in to protect their data and personal information, showing high levels of trust in their governments to safeguard their data.

Although there is a high sense of trust and security felt within our region when it comes to consumers' data privacy, majority (7 out of 10) of the general public believe that sharing information and data should be restricted to trusted websites and brands only and not for every platform or store.

RESEARCH SUMMARY (2/2)

The topic of data privacy and its implications can be overwhelming to consumers, especially considering its complex technicalities that can be difficult to understand for the general public. However, 50% of internet users among UAE residents and local Saudis have good knowledge in that topic, as they claim to be well aware of where their personal data and information is collected and stored.

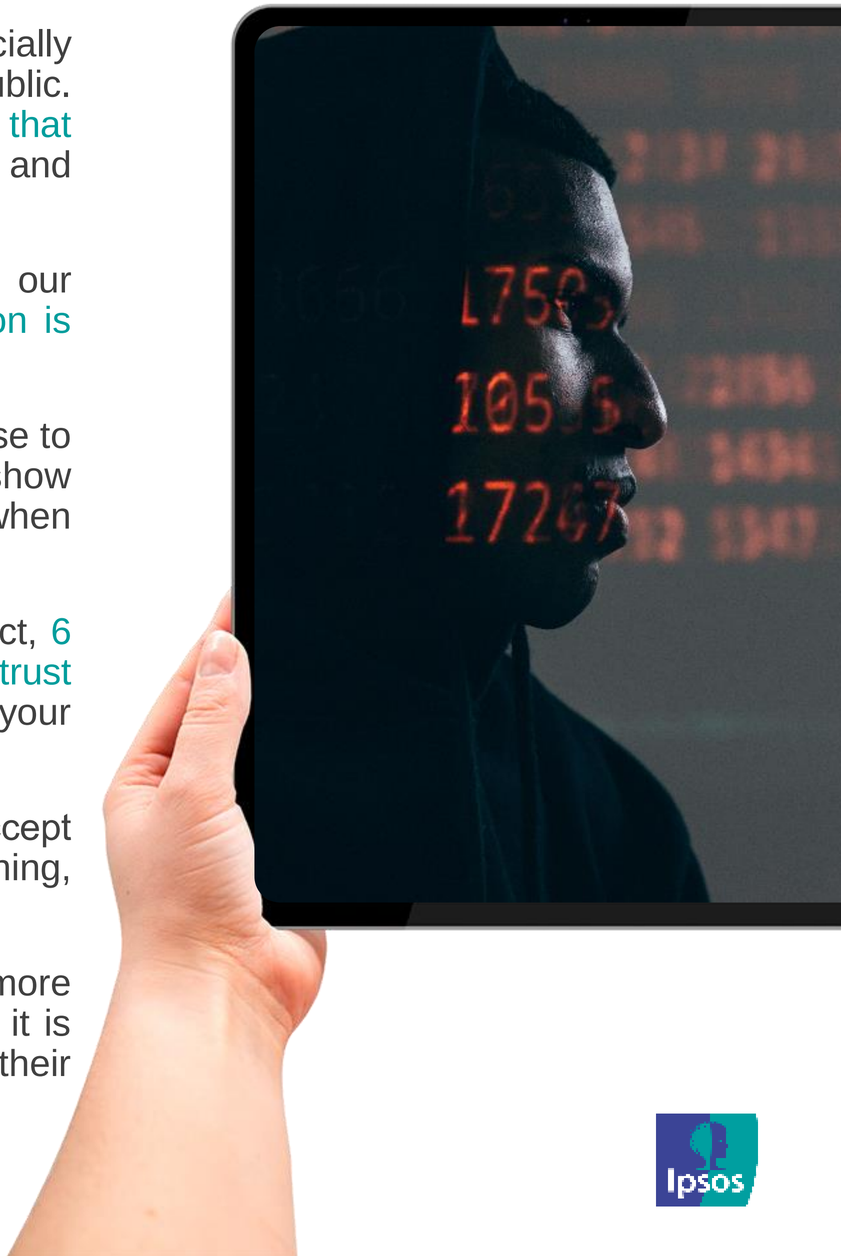
On the flip side, there is still a considerable amount of ambiguity lurking among consumers in our region as a quarter of internet users aren't aware of where their personal data and information is collected, but they would like to learn more about it.

Given there is a general lack of awareness and understanding, the mechanisms that companies use to communicate about data privacy needs to be clear and reassuring. Especially since the results show that around 70% of people in both markets request brands to be completely transparent when collecting their data, and to always communicate the reasoning behind collecting it.

Additionally, the results tend to prove that trust really reigns as king among our consumers, in fact, 6 out of 10 internet users stated that although they don't have many concerns, they tend to only trust websites they are familiar with to access and collect their personal information online such as your phone number, gender, workplace, job title...

Although the majority of people understand the rationale behind websites asking consumers to "accept cookies", there still is a considerable number that are completely unaware of the reasoning, nonetheless, almost all (~80%) accept cookies when accessing new websites regardless.

On the other hand, the "terms and conditions" is something people in the region tend to give more attention to than expected, however, majority believe its too long and hard to understand. Thus, it is imperative for brands to become clearer in their communication with consumers in order to gain their full trust and ensure a secure relationship with them.



ONLINE SURVEY RESPONDENTS' DEMOGRAPHIC PROFILE

GENDER

	UAE	KSA
Male	70%	51%
Female	30%	49%

AGE

	UAE	KSA
18 to 24	18%	34%
25 to 34	40%	26%
35 to 44	26%	18%
45 to 54	11%	11%
55+	5%	12%

NATIONALITY

	UAE	KSA
Local	13%	100%
Arab	58%	-
Expat	29%	-

REGION

	UAE
Abu Dhabi	35%
Dubai	33%
Sharjah	18%
Other	14%

	KSA
Western	30%
Central	28%
Eastern	16%
Southern	18%
Northern	8%

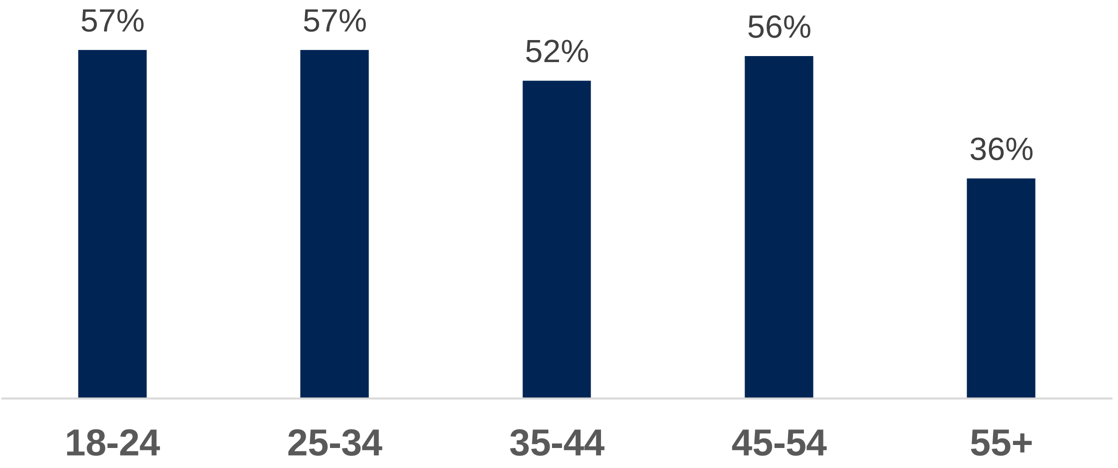
Base: 1,400 - 700 per market (weighted to represent actual populations)

54% OF RESPONDENTS IN BOTH MARKETS FEEL COMFORTABLE IN SHARING THEIR PERSONAL DATA WHEN USING THE INTERNET, WITH SAUDIS SHOWING LESS CONCERNS OVERALL…

49% of UAE internet users feel comfortable in sharing their personal data and information online. (T2B)

56% of **Local Saudis internet users feel comfortable** in sharing their personal data and information online. (T2B)

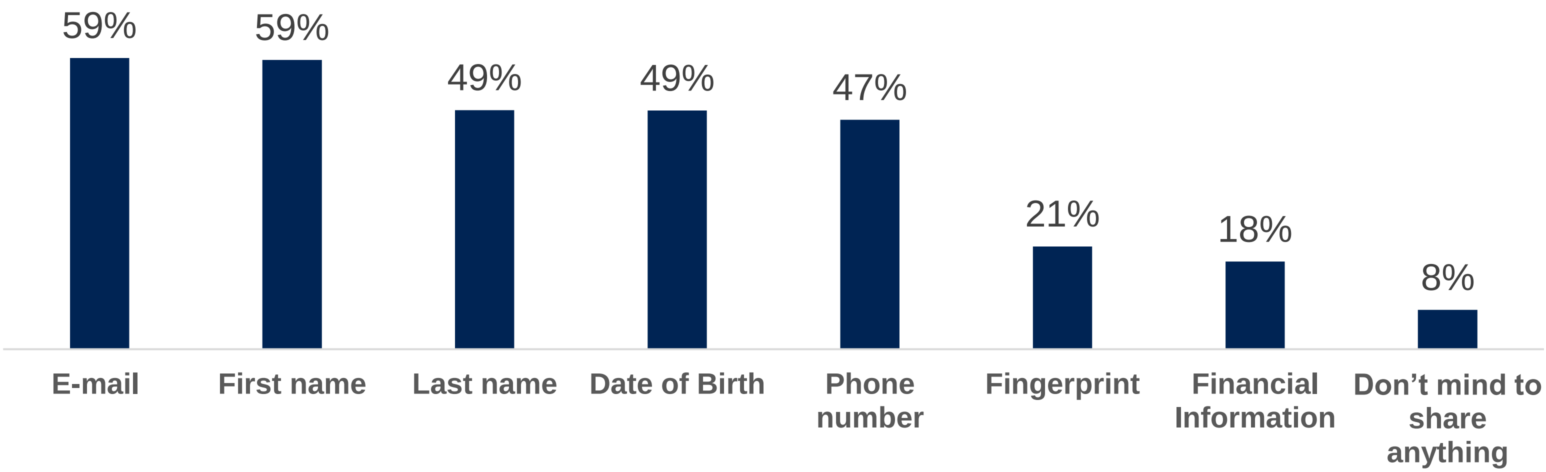
Data Sharing Comfortability by Age Groups

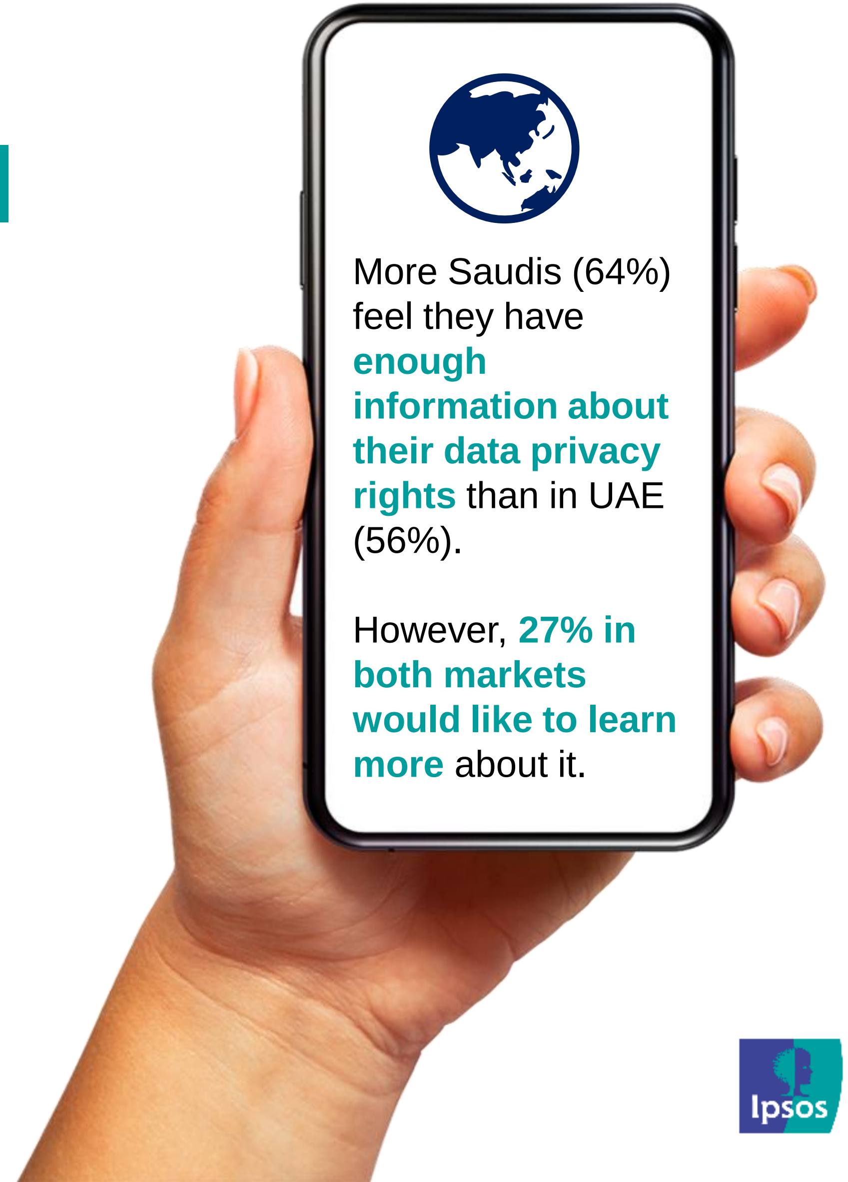


Base: 1,400 - 700 per market

ALTHOUGH OVERALL COMFORTABLE WITH SHARING CREDENTIALS, A VERY LOW FRACTION OF THE PEOPLE ARE WILLING TO GIVE AWAY THEIR BIOMETRICS OR FINANCIAL INFORMATION…

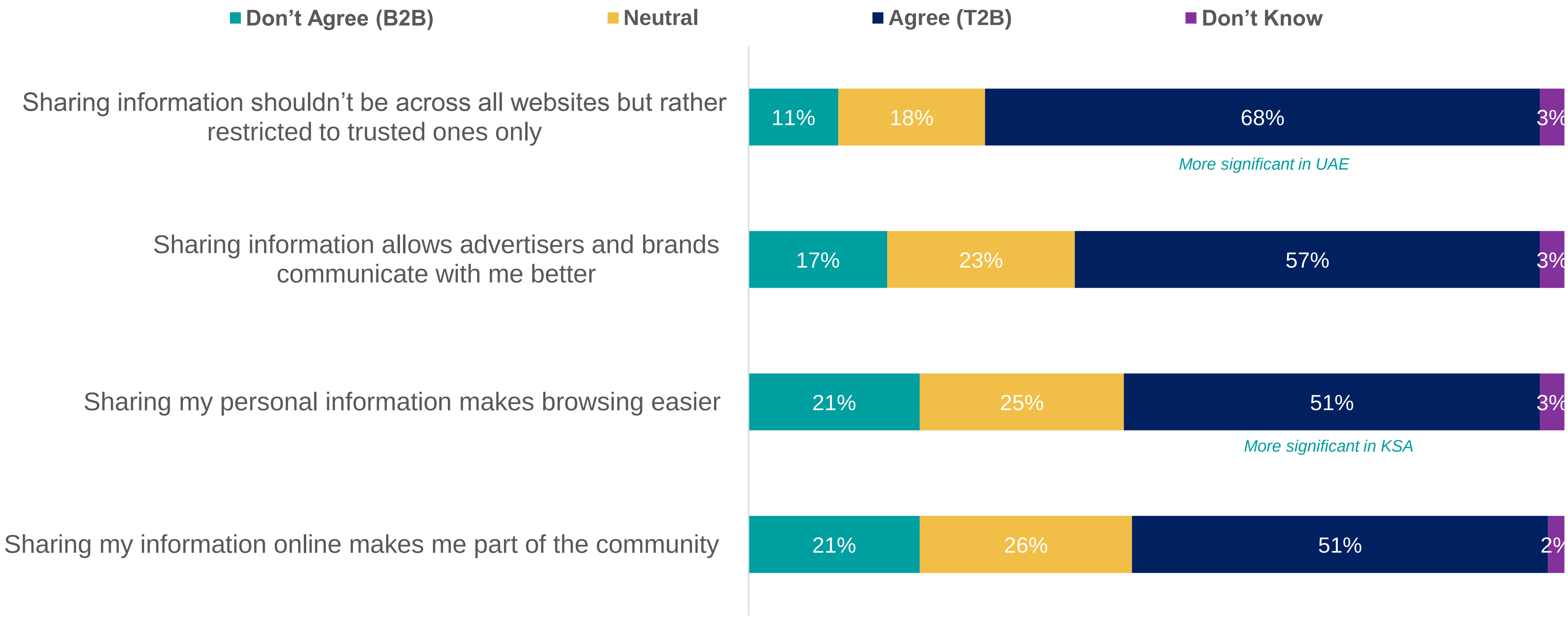
Types of Data Consumers are Willing to Share Online and Offline





Base: 1,400 - 700 per market

AROUND 7 OUT OF 10 INTERNET USERS AMONG UAE RESIDENTS AND SAUDIS BELIEVE THAT SHARING INFORMATION SHOULD BE RESTRICTED TO TRUSTED WEBSITES ONLINE



Base: 1,400

CONSUMERS IN BOTH MARKETS SHOWCASE HIGH TRUST LEVELS IN THE COUNTRIES THEY RESIDE IN TO SAFEGUARD THEIR ONLINE DATA AND PERSONAL INFORMATION…

75%

In UAE and KSA, have **trust in the country** they currently reside in to protect their data and personal information. *(T2B)*

Only 10% have mentioned that they don't trust their respective countries to protect their personal data.

What Do Consumers Perceive "Online Data Privacy" as?

56%
Storing of my personal information (number, name...)

53%
The way data is shared and with who

49%
Tracking of my activities online

48%
The way my data is stored by brands

Base: 1,400

DATA COLLECTION

1

48% OF INTERNET USERS AMONG UAE RESIDENTS AND SAUDIS CLAIM TO BE AWARE OF WHERE THEIR PERSONAL DATA AND INFO IS COLLECTED AND STORED…

25% WOULD LIKE TO LEARN MORE

Within UAE and Saudis in KSA, a quarter of internet users **aren't aware** of where their personal data and information is collected, however, **they would like to learn.**

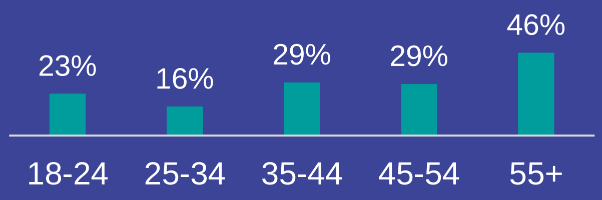
63% ONLY TRUST FAMILIAR BRANDS AND WEBSITES

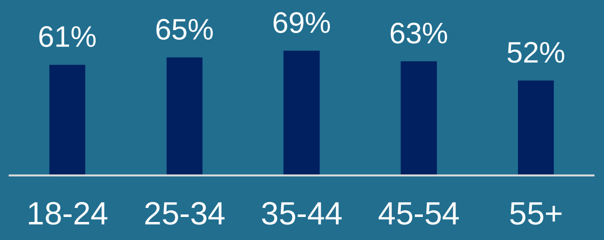
6 out of 10 internet users **only trust websites they are familiar with to access and collect their personal information** online such as your phone number, gender, workplace, job title...

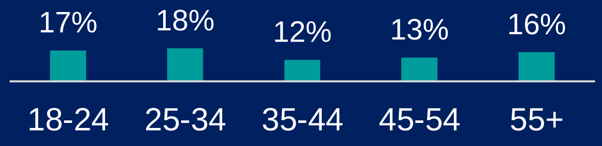
16% HAVE COMPLETE TRUST

16% of UAE residents and locals in KSA mentioned **that they have complete trust in any brand or website** when collecting their personal data and information online.

By Age Groups



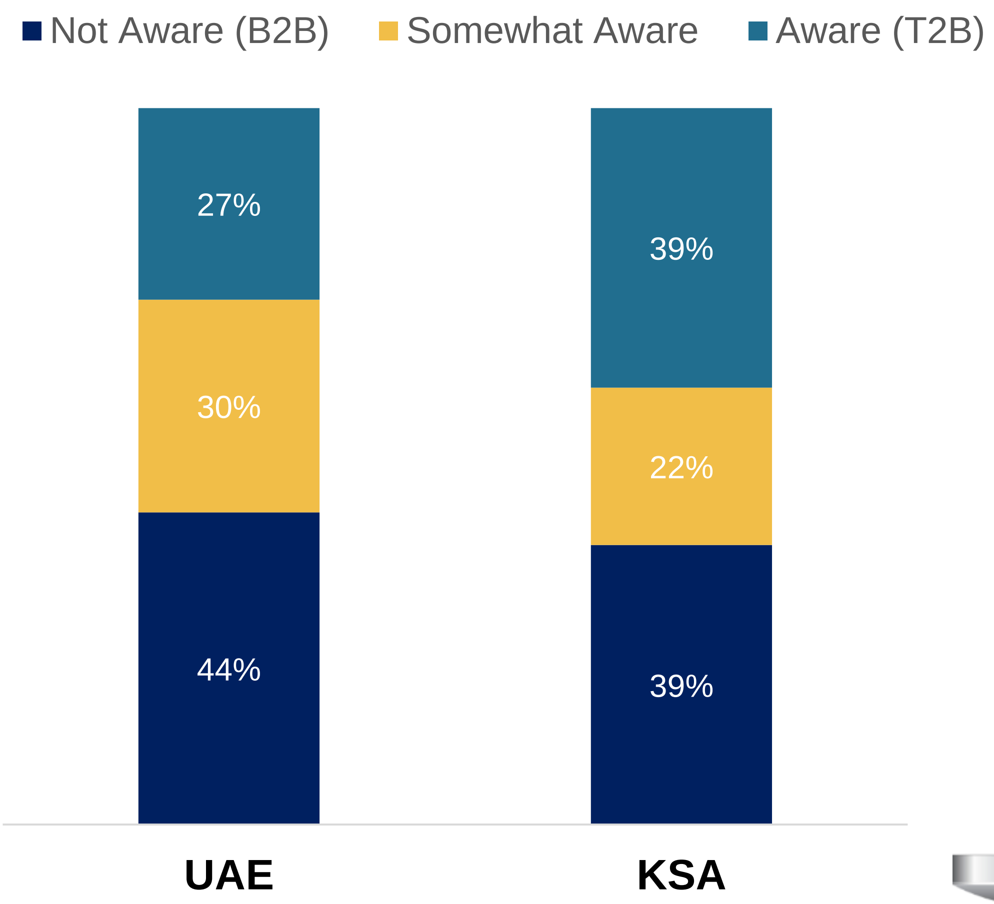


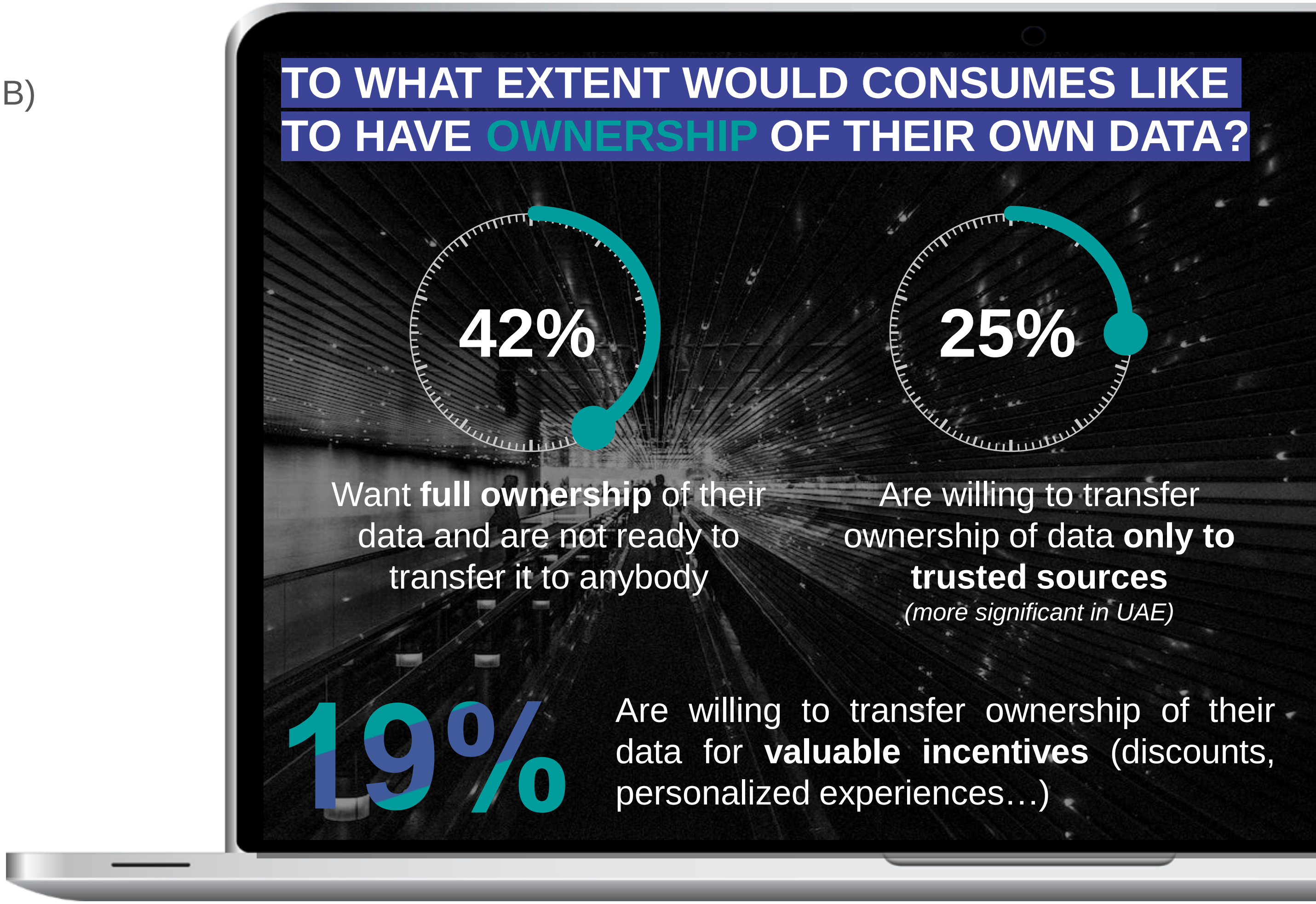


*Small Sample Size

Base: 1,400

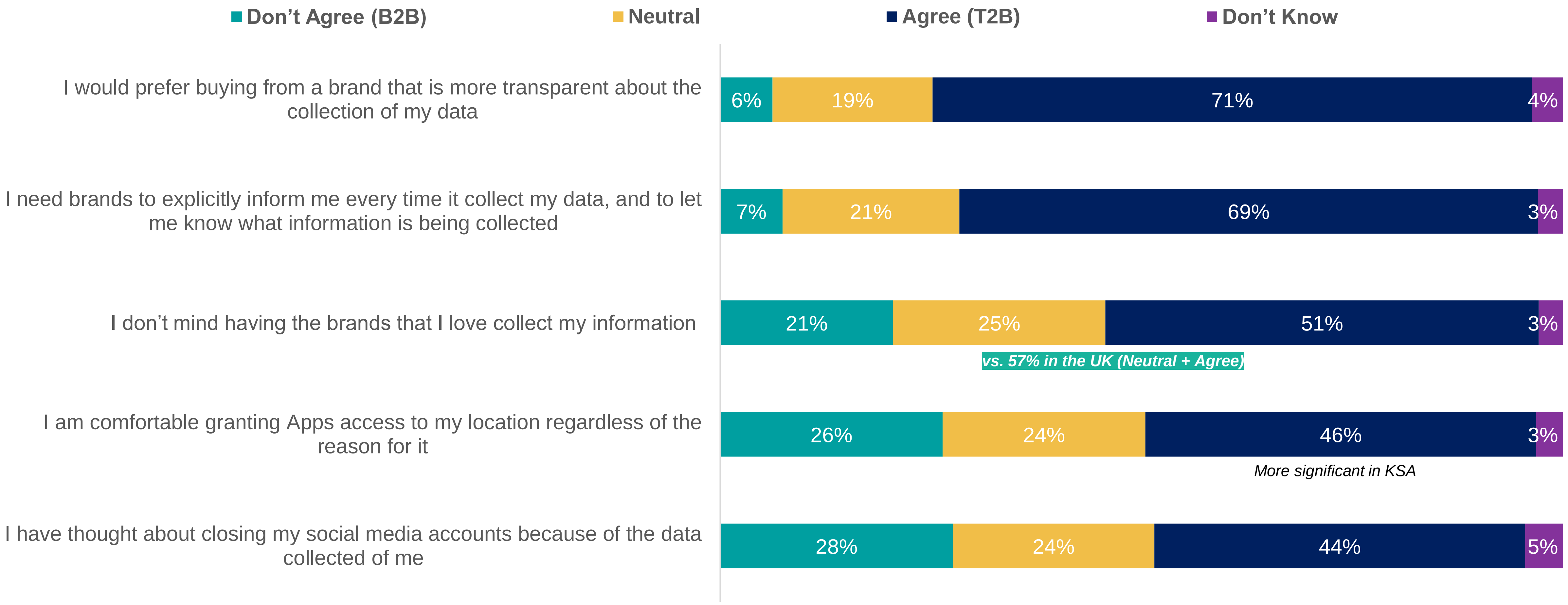
SAUDI LOCALS SEEM TO BE MORE FAMILIAR (39%) WITH THE 2018 GDRP LAWS IMPLEMENTED BY THE EU THAN RESIDENTS IN UAE (27%)





Base: 700 per market

MAJORITY PEOPLE IN BOTH COUNTRIES REQUEST COMPLETE TRANSPARENCY FROM BRANDS THAT COLLECTS THEIR DATA AND TO ALWAYS STATE THE MOTIVE BEHIND COLLECTING IT…



Base: 1,400

MORE THAN 50% OF INTERNET USERS ARE CONFIDENT WITH SHARING THEIR PERSONAL INFORMATION WITH GOVERNMENTAL WEBSITES AND THE LIKES OF GOOGLE, AMAZON AND YOUTUBE…

Entity	Consumers' Trust in Platforms (T2B)	Median (5-point scale)
Governmental Websites	67%	3.8
Google	56% *(Significant in KSA)*	3.5
Amazon	53%	3.5
YouTube	50% *(Significant in KSA)*	3.4
Facebook/ Instagram	47% *(Significant in KSA)*	3.3
Physical Stores of Brands	46% *(Significant in KSA)*	3.3
Brand Websites	44%	3.3
Snapchat	42%	3.2
TikTok	38%	3.0

Base: 1,400

WHAT MAKES PEOPLE WORRIED ABOUT THEIR COLLECTED DATA?

27% Using their information for **political reasons**

26% Getting **scammed**

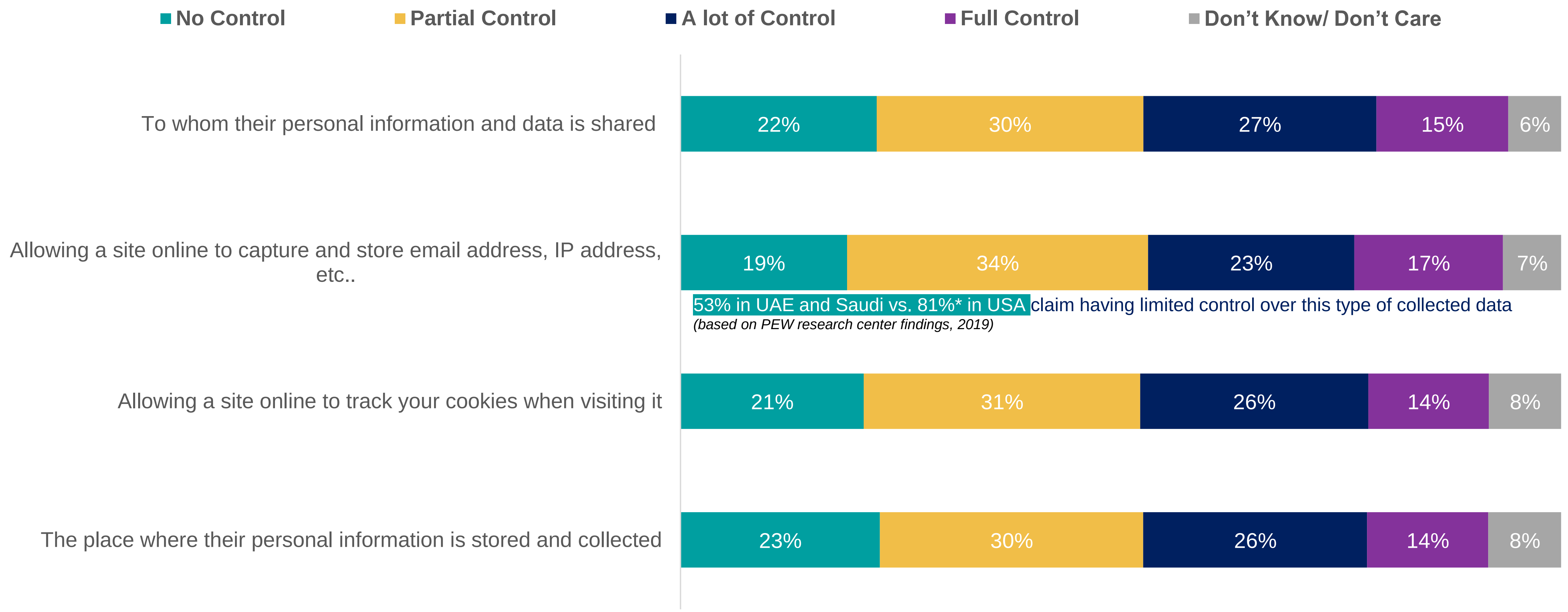
25% Brands accessing **passwords and card details**

25% Brands with my data to suffer from **security breaches**

2

DATA STORAGE

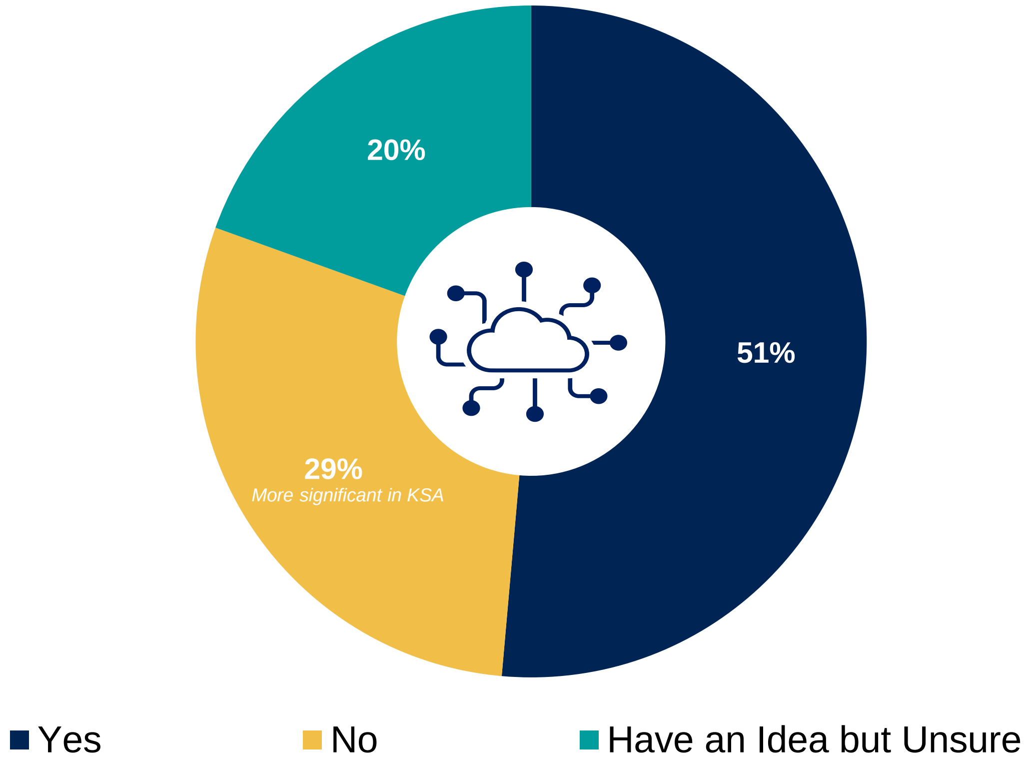
PEOPLE BELIEVE THEY HAVE THE MOST CONTROL IN REGARDS TO WHOM THEIR PERSONAL INFORMATION AND DATA IS SHARED TO, AND THE LEAST TOWARDS WHERE ITS STORED AND COLLECTED…



Base: 1,400

ALTHOUGH THE MAJORITY OF PEOPLE UNDERSTAND THE RATIONALE BEHIND WEBSITES ASKING CONSUMERS FOR “ACCEPTING COOKIES”, THERE STILL IS A CONSIDERABLE NUMBER THAT ARE COMPLETELY UNAWARE…

Understanding Rationale Behind Accepting Cookies



Base: 1,400

HOW OFTEN DO CONSUMERS CHOOSE TO “ACCEPT COOKIES” WHEN ACCESSING NEW WEBSITES?

Sometimes – depending on website **48%**
More significant in UAE

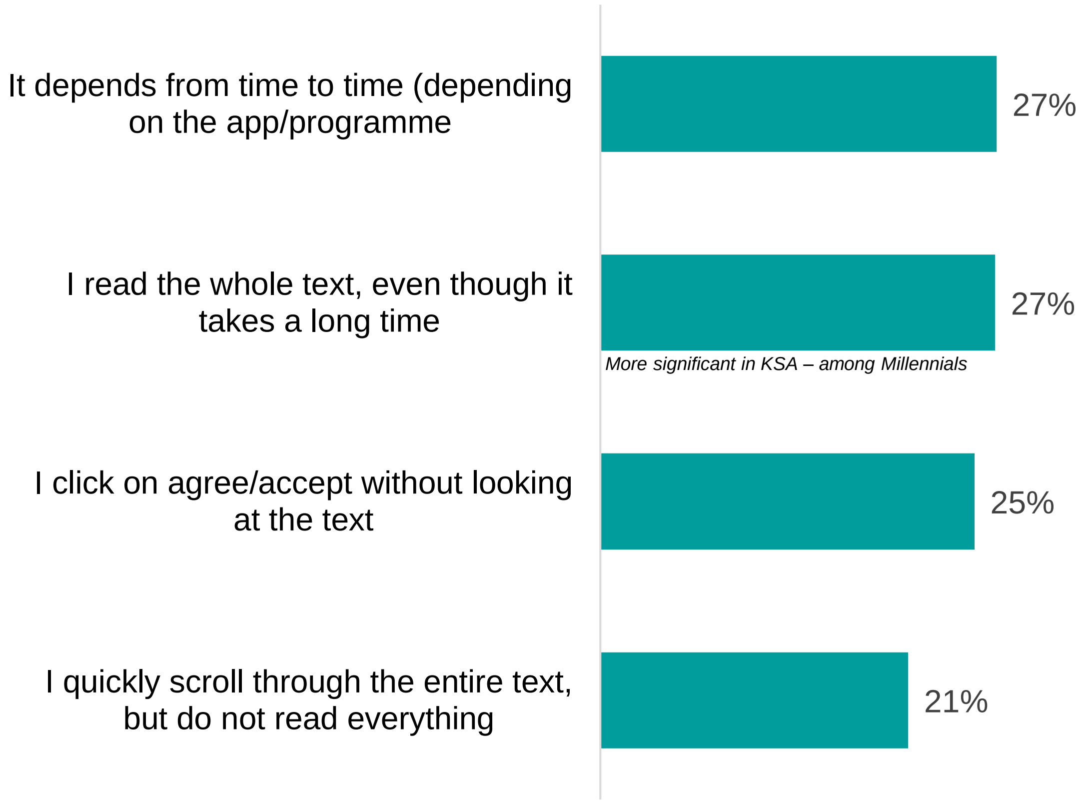
Always **38%**
More significant in KSA, and 25 to 34 ages

Never **8%**

Not Sure **7%**

THE "TERMS AND CONDITIONS" IS SOMETHING PEOPLE IN THE REGION TEND TO GIVE MORE ATTENTION TO THAN EXPECTED, HOWEVER, MAJORITY BELIEVE ITS TOO LONG AND HARD TO UNDERSTAND…

Readership of Terms and Conditions:



Base: 1,400

MAIN REASONS WHY PEOPLE SKIP THE T&C IS DUE TO:

Base: 666 (T&C Skippers)

47% Being extremely long

29% Difficult to understand

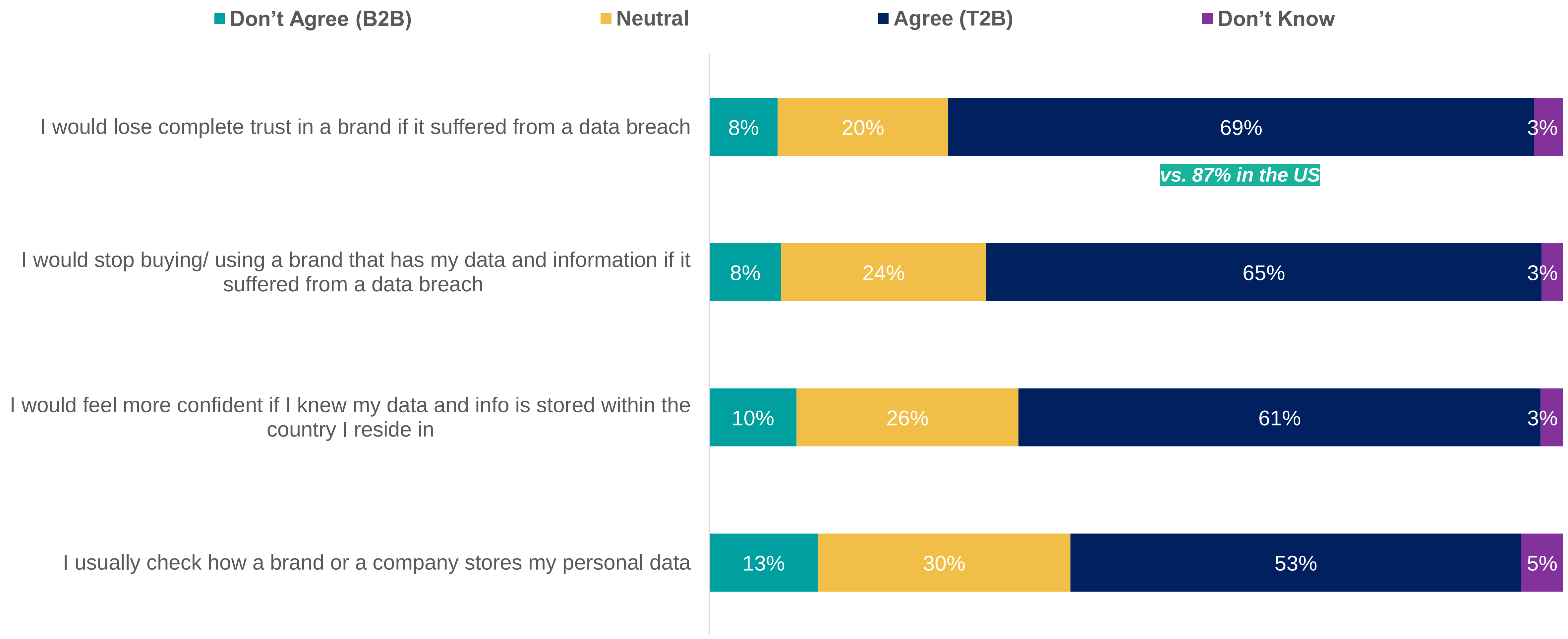
28% It's the same everywhere

24% Already read one

18% Unavailable in native language

17% Unnecessary to read

DATA BREACHES COULD HAVE BRANDS LOSE UP TO 70% OF THEIR CONSUMER BASE, AND HAVE THEM LOSE THEIR TRUST IN IT…

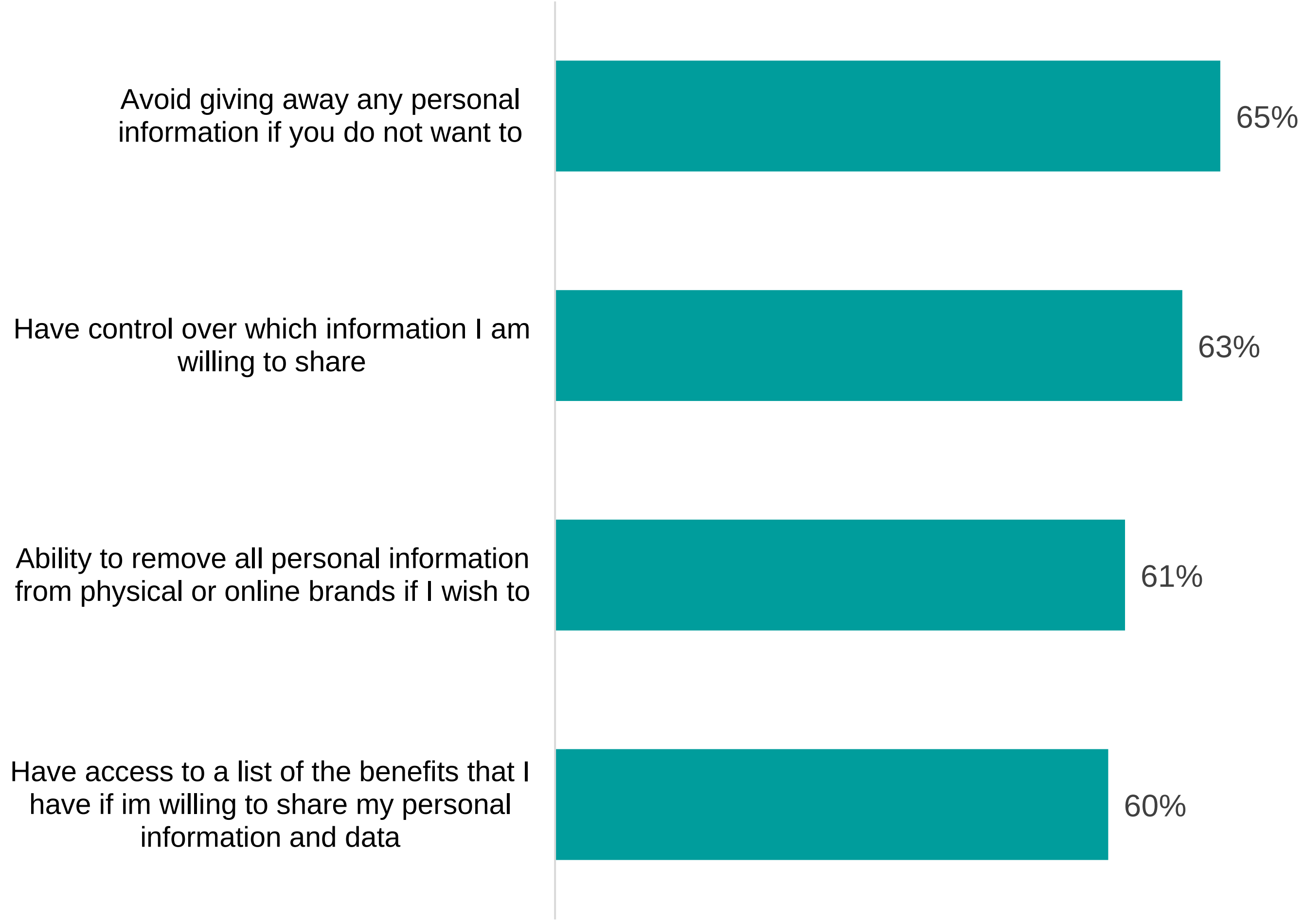


Base: 1,400

3

DATA USAGE

Awareness of Tools and Features Protecting Consumers' Data:

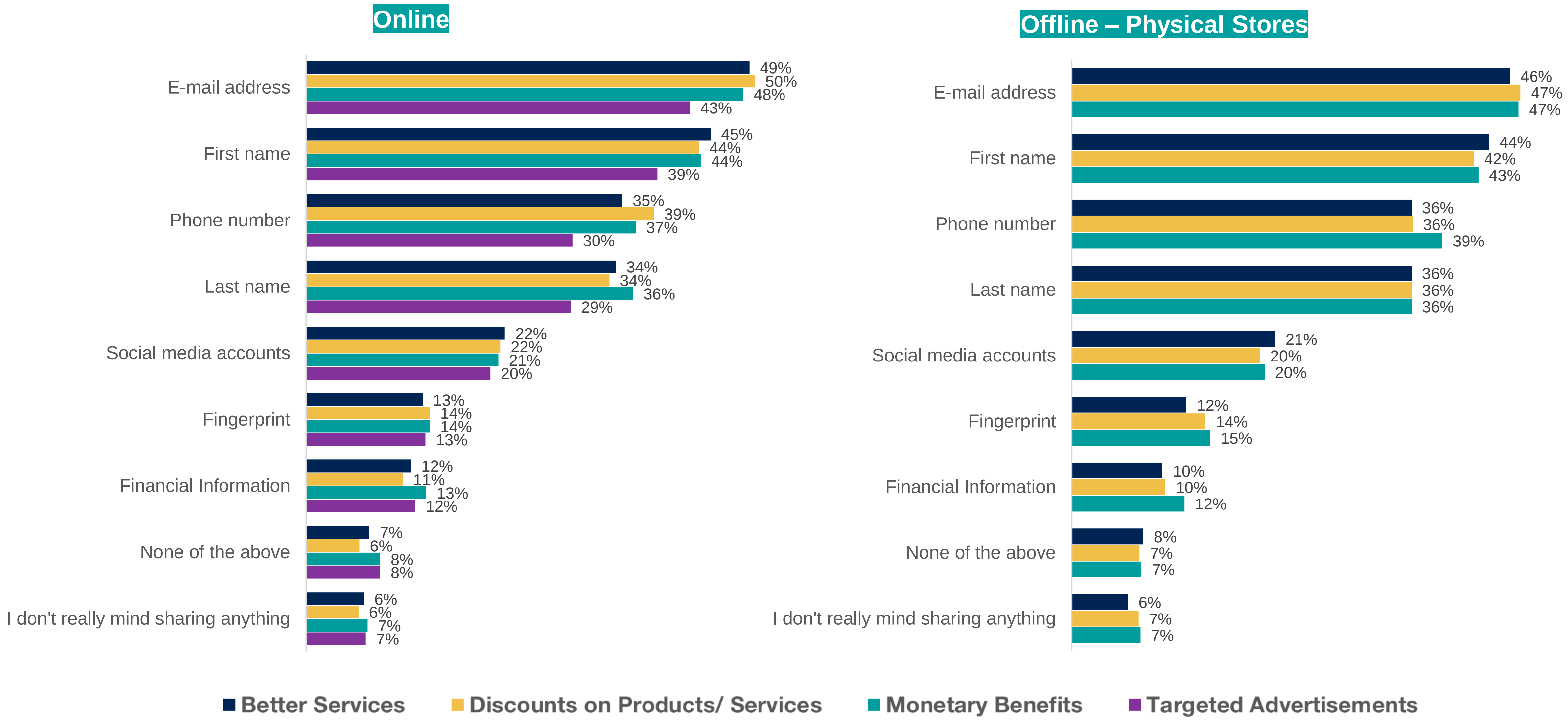


Base: 1,400

Around 6 out 10 people in UAE and Local Saudis are aware of some of the tools and features that they can utilize in order to have control over their personal data and information.

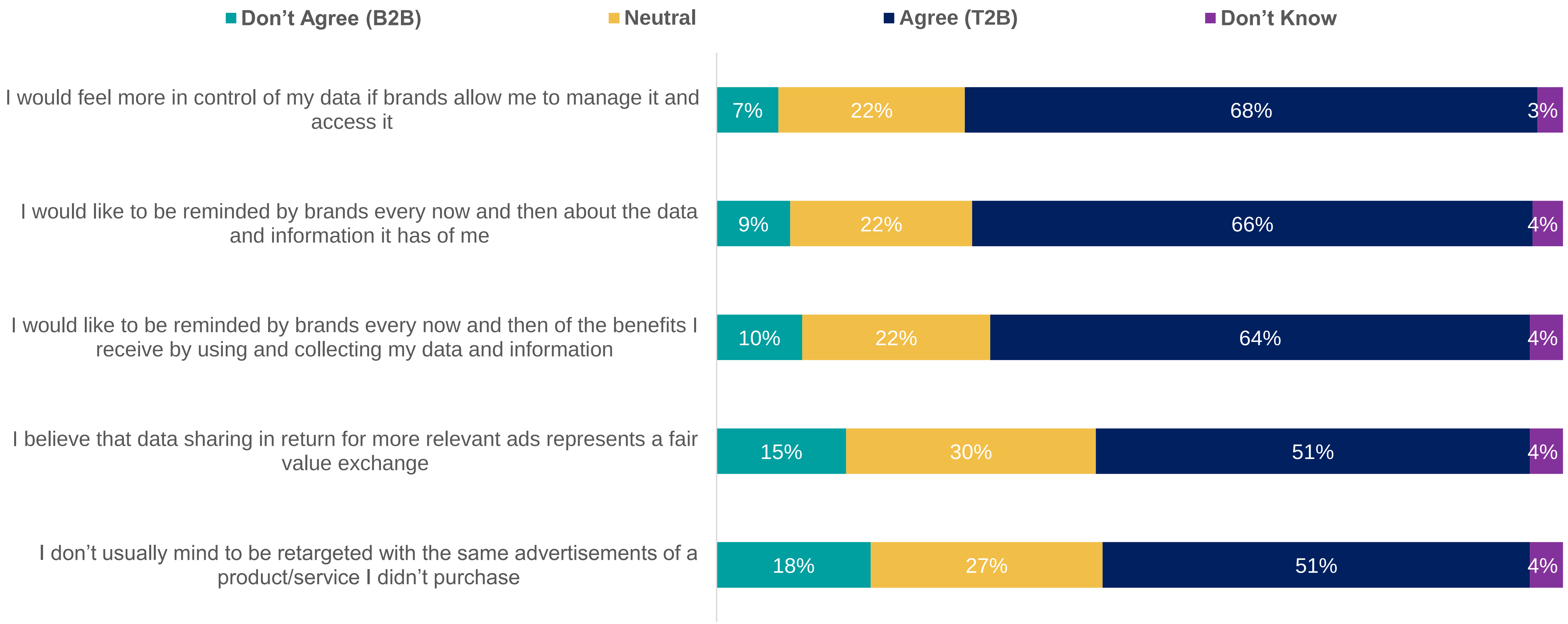
65% know that they can avoid sharing any personal information if they do not want to, similarly, they realize that they have control over which type of information that are willing to share…

Information Consumers Willing to Share in Exchange of Benefits:



Base: 1,400

MAJORITY AGREE THAT THEY WOULD LIKE TO BE FREQUENTLY REMINDED OF THE DATA AND BENEFITS BRANDS ARE COLLECTING AND OFFERING THEM…



Base: 1,400

MEDIA EXPERTS' POV SECTION

B

Through In-depth interviews with a total 8 companies from various sectors and industries, and two additional whitepapers provided for analysis.

INTERVIEWED LIST OF MARKET EXPERTS

Unilever

MINDSHARE

METACOM

UM

PUBLICIS GROUPE

ماجد الفطيم
MAJID AL FUTTAIM

POLTIO

SuperMart

Provided Whitepapers

Ipsos

CATEGORIZING OUR EXPERTS

- They believe these changes will require them to not only relook at how they advertise and engage with their audiences but also how their roles within the eco-system will evolve.

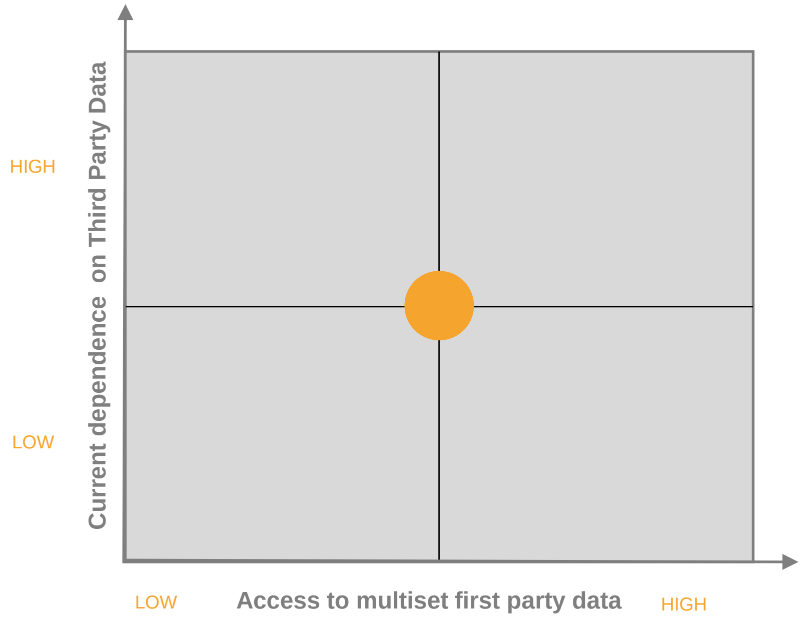
- We have understood that this re-evaluation of their marketing programs and their own roles within the eco-system is driven by **two key factors:**

    1. The level of access they have currently to First Party Data and the how 'rich' i.e. the level of details they have and access to multiset first party data.

    2. The level of reliance/dependence their current 'business model/marketing capabilities' have on Third Party Data.

- Based on this classification, we were able to bring to life key eco-system players – understanding:

    - What are the key changes they are expecting with respect to their part of the eco-system
    - What are some of the challenges they expect to face
    - How these changes will change the way they work/their role in the ecosystem.



Persona Characteristics

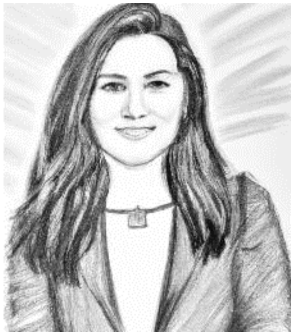
THIS REVALUATION HAS BEEN UNDERSTOOD THROUGH THE EYES OF ‘KEY PERSONAS’ THAT MAKE UP THE MARKETING & ADVERTISING ECO-SYSTEM

The Agency Steward

Data Stricken Advertiser

Data Rich Advertiser

The Premium Publisher

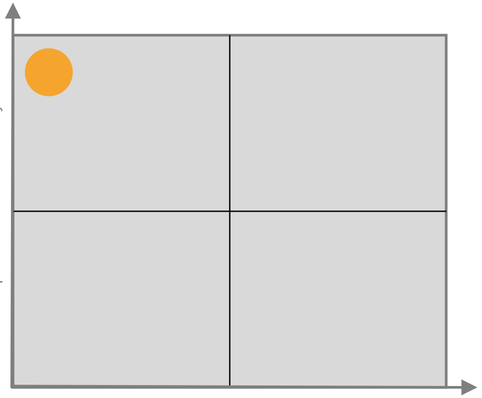


The Walled Garden

The Metaverse Enablers

THE AGENCY STEWARD

- A leading global media Agency in the region



> *The richer, more updated your first party data – the more open they will be to your brand*

What changes are they expecting?

- **Transitioning from DMP's**
- Increased **reliance on 1st party data** for advertising
- Strategies employed for **Targeting/Retargeting** will need a re-think
- **Measurement** of campaign effectiveness

How will these changes challenge us?

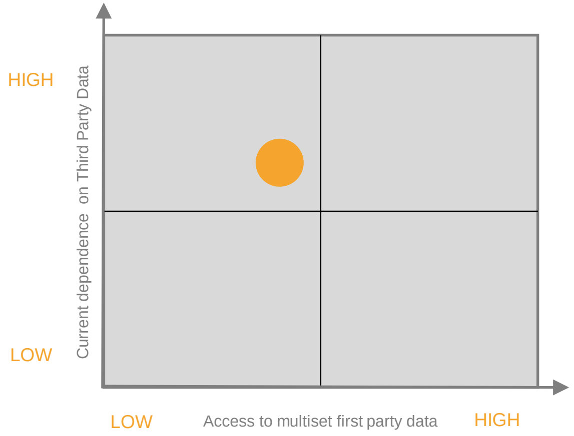
- DMPs formed an important part of the agencies value proposition
- **Reliance on 1st party data** means **reliance on advertisers and the 'richness'** for their customer data
- **Measurement** is more **complicated** and aspects within it like **Cross Platform Measurement** even more so.
- Heavily reliant on third party cookies for **Retargeting**

How will this impact the way we work/our organization?

- From media planning to being a **consultant** to advertisers
- **Helping advertisers build their repository of First Party data** and use it in a **compliant way**
- Helping advertisers identify and on-board new eco-system partners that enable **CDPs**, alternate advertising methods like **Contextual Advertising using AI**, **Server to Server tagging**

DATA STRICKEN ADVERTISER

- A large MNC
- Access to large budgets
- The organization product/service is limited to one industry/sector



Organizations will fundamentally need to become more Data Privacy Focused. From governance to customer relations will all feed into a privacy first – digital marketing strategy

What changes are they expecting?

- Increased focus on creating a repository of **our own databases – consumer profiles & segments**
- Viewing **databases** like CRMs as **data programs**
- Data acquisition & utilization capabilities will become core to my job
- **Reduced reliance on agencies** for targeting/measurement
- **Spends will move away** from **Programmatic Advertising – SM, OTT will see spends go up**

How will these changes challenge us?

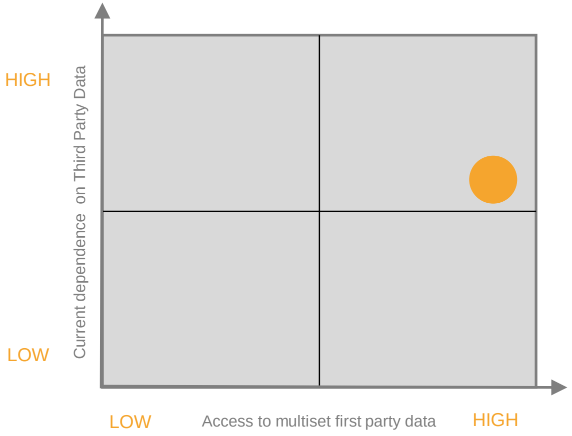
- The **overall costs** associated with **Digital Marketing will increase** – driven by need to build Data Governance Capabilities, acquiring new systems to enable advertising in this new eco-system, implementing new business models (channels like D2C)
- **Granularity of consumer targeting** will lower
- **Data partnerships** to help targeting/measurement **with walled gardens**
- **Direct access to customer data**

How will this impact the way we work/our organization?

- A dedicated **Data Governance & Compliance Organization** will become **critical** within the Digital Marketing/Marketing organizations
- **Loyalty Programs, D2C Channels, Customer Relationship Management** will all be critical to marketing success
- We **will need to think creative ways/do multiple exercises** to generate data to create look alike audiences.

DATA RICH ADVERTISER

- Large Local Retail Group
- Unique to this region
- The organization product/services are spread across multiple industries & sectors
- Has access to customer data from offline, online sources as well as across categories ranging from FMCG, Fashion, Entertainment to Automotive



> *Understanding what our customers consider as the right value exchange for their data will be key moving forward*

What changes are they expecting?

- Our type of organizations are unique to this region and will be the ones **least impacted by these changes**
- **Data clean rooms and other similar alternatives** will become critical spokes in the digital marketing

How will these changes challenge us?

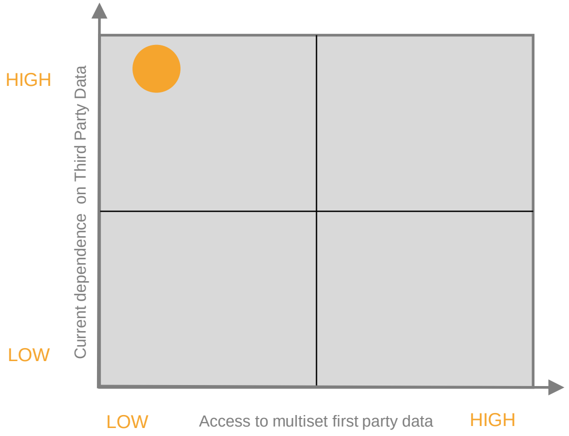
- **Attribution** will now be a **longer process**
- Ensuring the **right UID** is employed for a customer across our businesses.
- **Return on ad spend** will be **perceived** to be **lower** – more difficult to measure

How will this impact the way we work/our organization?

- **Reliance of products/services** where **customers genuinely provide their data** will become even **more critical**
- Working more closely with individual marketing teams on **'data enrichment strategies'**

PREMIUM PUBLISHER

- One of the most visited web-portals in the region
- Revenue currently linked primarily to advertisement inventory



> *"Building trusted and rich first party data will be critical to ensure future growth."*

What **changes** are they expecting?

- It will force us to rethink our **monetization strategies**
- **New revenue streams** will need to be identified – Content Monetization being one of them
- Paywalls, Mandatory **on-site Registration will become the norm**

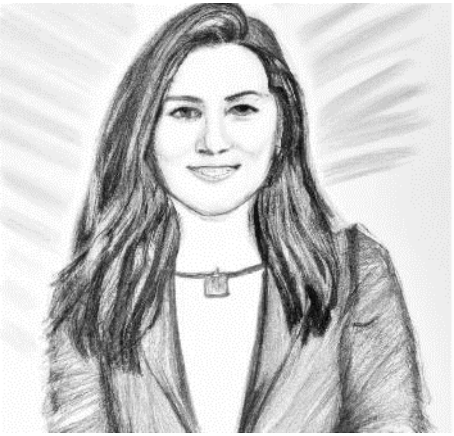
How will these changes **challenge** us?

- Building first party data that is **'trusted and Rich'**
- Building **tactical strategies** around increasing utilization of logins
- Selecting the right partner that can securely share first party data for advertising

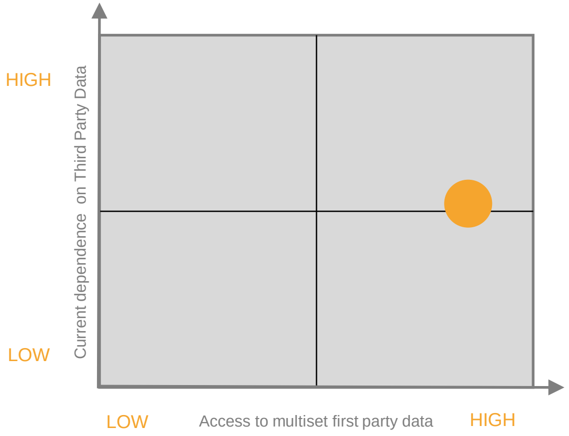
How will this **impact** the way we work/our organization?

- **Digital Marketing, internal commercial/editorial teams** will need to decide on way forward for our monetization strategy
- A call between paywall or an explicit exchange of first-party data for access

THE WALLED GARDEN



- One of the largest tech companies in the world
- Their role is to help the advertisers as well as the users.



> *Communicating with the consumer on how their first party data will be used is key to gain their trust.*

What changes are they expecting?

- **Privacy preserving alternatives** to 3rd party cookies going forward have been proposed
- Further steps towards providing more **control over their own data**

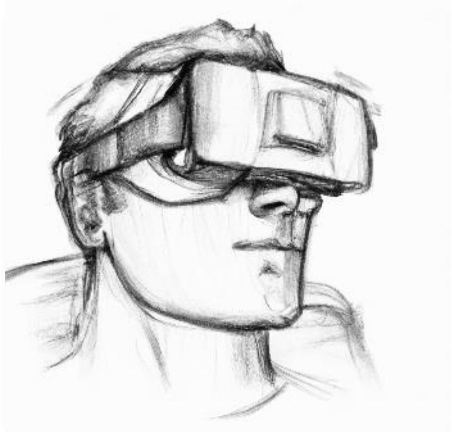
How will these changes challenge us?

- Measurement of conversion KPIs may become challenging to provide for advertisers
- **Those taking the lead within our industry** will need to constantly test their privacy compliant solutions with other eco-system players

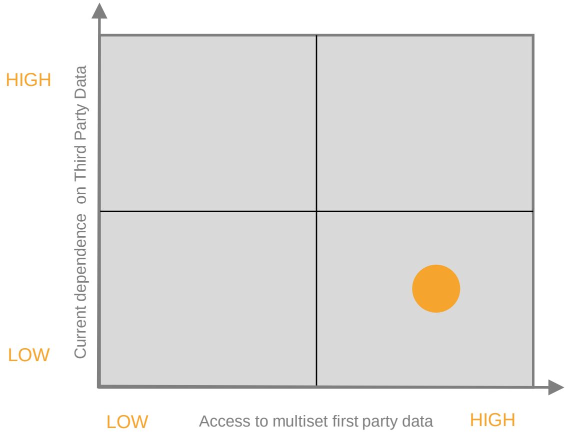
How will this impact the way we work/our organization?

- Our job will be to provide an **ecosystem** that will **support advertisers** and provide a **safe space for the users**.
- In the near future our role in the ecosystem will be one of ensuring the advertising partners are ready for these changes and marketing in a privacy compliant manner.

METAVERSE ENABLERS



- Centralized/Decentralized metaverse marketing solutions provider.
- Has access to first party data while having low reliance on third party data.



> *The key is to find the right incentive for the consumer to maximize the use of the first part data.*

What changes are they expecting?

- It will change the way we advertise on the **centralized metaverse**.
- The **consumer will hold their own identity** in different forms like the wallet.
- **First party data** will be the only source of data that will be used going forward.

How will these changes challenge us?

- We will only have **access to Consumer data when they are online**, once they logoff they will take away any access to their data.
- **Advertisements cannot be replicated** from other channels and specific ads to be created only for the metaverse.

How will this impact the way we work/our organization?

- Finding the right **incentive** (monetary/non-monetary) so that **consumers willingly provide their first party data** for targeted advertisements.
- Creating **experiential advertisements** which will be immersive for the consumer and will help grab their attention.
- Use the **strategies of the decentralized web** and apply the same to the centralized web.

BASED ON THE INSIGHTS, THERE WERE…

5 KEY ELEMENTS

THE 5 KEY ELEMENTS THAT STAKEHOLDERS BELIEVE CAN HELP FORM THE SOLUTION MOVING FORWARD...

COLLECTING & STORING FIRST PARTY DATA

E-COMMERCE AS AN ADVERTISMENT ENABLER

CONTEXTUAL ADVERTISING

NEW MEASUREMENT METHODS & LOOKING BEYOND CAMPAIGN METRICS

ENRICHED CONSUMER ENGAGEMENT /EXPERIENCES

WHY IS THIS IMPORTANT WITHIN THIS CONTEXT?

The industry is heavily reliant on **third party cookie-based data platforms like DMPs**

Stronger the set of first party data, **stronger the profile of audiences.**

Rich first party data will help with **precise targeting**

COLLECTING & STORING FIRST PARTY DATA

> *"The stronger your set of first party data, the better your profile of audiences will look like"*
>
> Advertiser

COLLECTING & STORING FIRST PARTY DATA

"Has the user said yes or no, that is more important than cookies."

Advertiser

HOW ARE THEY PLANNING ON DEPLOYING THIS?

Own data platforms – **CDP that can house first party data in compliant manner**

From **loyalty programs** to direct rewards like **discounts** etc. in exchange for customer data

Data Governance & Consent management will be key to consistently update first party database

WHY IS THIS IMPORTANT WITHIN THIS CONTEXT?

E-Commerce is expected to continue growing in the region, **seen as a key channel for brands to advertise on**

E-Commerce viewed as being a channel for **first party**

E-COMMERCE AS AN ADVERTISMENT ENABLER

"Brands are increasingly allocating budgets to advertise on E-Commerce platforms"

Advertiser

E-COMMERCE AS AN ADVERTISMENT ENABLER

> ***"We have developed Commerce Apps in other countries to enable a D2C. We should consider doing the same here"***
>
> Advertiser

HOW ARE THEY PLANNING ON DEPLOYING THIS?

- Exploring partnerships like **Data Partnerships, Collaborative Ads, measurement through Server-Side tagging & Closed Loops**
- Brands building their own **D2C e-commerce channels** both as a sales channel & as a first party data source

WHY IS THIS IMPORTANT WITHIN THIS CONTEXT?

Unlike behavioral targeting, contextual targeting scans the content of a **web-page to understand its relevance and context.**

Has the added advantage of **advertising in a brand safe manner**

Will become preferred method advertising for brands that **do not have first party data**

CONTEXTUAL ADVERTISING

"Contextual advertising will be a lot more sophisticated moving forward"

Media Agency

CONTEXTUAL ADVERTISING

> **"*It is also about how we can be the home/trusted destination for contextual advertising*"**

Premium Publisher

Advertiser

HOW ARE THEY PLANNING ON DEPLOYING THIS?

Premium publishers will need to create **more, quality and relevant content for their readers/visitors** for contextual advertising to work effectively

They will also need to develop an understanding of **how they can collect and leverage first party data**

Technologies like Machine Learning & AI has made contextual targeting a lot more sophisticated and efficient.

WHY IS THIS IMPORTANT WITHIN THIS CONTEXT?

Ability to measure KPIs through the **funnel will be affected**

Will **Disrupt Cross Platform Measurement**

Measurement like Reach will become a lot **more difficult** providing only **directional metrics**

NEW MEASUREMENT METHODS & LOOKING BEYOND CAMPAIGN METRICS

NEW MEASUREMENT METHODS & LOOKING BEYOND CAMPAIGN METRICS

"It will be a test and learn approach with respect to measurement for some time"

Agency

HOW ARE THEY PLANNING ON DEPLOYING THIS?

Reach measurement will be based **on probabilistic models**

Conversion will be based on **server-to-server tracking**

Data clean rooms will be used by advertisers for **privacy safe measurement**

WHY IS THIS IMPORTANT WITHIN THIS CONTEXT?

Making campaigns **more engaging, meaningful , memorable and less cluttered**

Consumer experience enhancement to extend offline as well, **opportunity for gathering and building richer consumer data**

ENRICHED CONSUMER ENGAGEMENT/EXPERIENCES

"The region has a very young audience, keeping them engaged is only possible with something novel."

Agency

ENRICHED CONSUMER ENGAGEMENT/EXPERIENCES

"The ecosystem needs to think about how consumers can be handed control of & earn from data"

Agency

HOW ARE THEY PLANNING ON DEPLOYING THIS?

Linking the virtual and the real world – with help of Social Media, Virtual Reality etc.

Making it worthwhile for consumers to **share/engage with the brand – by understanding what consumers value**

Potentially using Web 3.0 tools from **blockchain to provide more control to consumers of their data to direct value transfer through crypto currencies/tokens**

WAY FORWARD…

Potential areas of support for the members of the ecosystem …

WHAT DO THE MEMBERS OF THE ECOSYSTEM WANT SUPPORT WITH?

Publishers will require support in developing and storing their first party data, as well as support in **understanding and bringing more relevant content** to their platforms

Helping them enrich their **understanding of cohorts** and how **cohorts work**

Helping them understand more **privacy solutions** in order to eliminate any **possibility of suffering from data breaches** and completely losing consumers' trust

Helping them understand global best practices around **Data Governance.**

Focus on **Transparency** with consumers regarding the collection of their data and communicating the value exchange behind it

Helping them **bridge the gap between advertising on Web 2.0 and Web 3.0.**

Understanding what Web 3.0 could mean for enriching advertising in a **data privacy first environment**

THANK YOU!

GAME CHANGERS

Ipsos

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